R E P O R T R E S U M E S

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A STUDY OF A NEW AND DRAMATIC APPROACH TO VOCATIONAL GUIDANCE THROUGH THE USE OF EXHIBITS AND DISPLAYS.

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NATIONAL EDUCATIONAL INDUSTRIAL FOUNDATIONS, INC.

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THIS IS A DESCRIPTION OF A NEW APPROACH TO VOCATIONAL GUIDANCE THROUGH THE USE OF EXHIBITS AND DISPLAYS. THE CHOICE OF APPROXIMATELY 150 SPECIFIC OCCUPATIONS TO BE EXHIBITED WAS BASED ON SUCH CRITERIA AS (1) PROJECTED NUMBER OF WORKERS IN EACH OCCUPATION, (2) APPEAL OF SELECTED OCCUPATIONS TO SECONDARY, TRADE, AND TECHNICAL SCHOOLS, (3) APPEAL OF SELECTED OCCUPATIONS TO POTENTIAL DROPOUTS, AND (4) EXHIBIT POSSIBILITIES OF SELECTED OCCUPATIONS. STUDENTS FROM GRADES 7 THROUGH 12 SERVED AS THE OPTIMUM EXPERIMENTAL GROUP TO ATTEND THE EXHIBITION. PLANS WERE INITIATED FOR EXPOSURE OF THE EXHIBITION TO COLLEGE STUDENTS AND INTERESTED ADULTS. THE EXHIBIT DESIGN PROVIDES AN INTERESTING LAYOUT AS WELL AS AN EXCELLENT TRAFFIC FLOW. IN ADDITION, IT PROVIDES MAXIMUM FLEXIBILITY FOR ADAPTATION TO VARIOUS ROOM SIZES AND SHAPES AS WELL AS THE ADDITION OR DELETION OF DISPLAY MATERIAL WITHOUT ADDING MAJOR ALTERATION COSTS. AN EVALUATION OF THE APPROACH WAS NOT PRESENTED. (AW)

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Final Report

Contract No. OE-6-85-036

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Pennsylvania Building
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Project Director:
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Project Title:
A study of a new and dramatic approach to vocational guidance through the use of exhibits and displays.

Relationship of this Final Report to Phase 2 and Phase 3 of PROJECT SCOPE

The report prepared herein is the final report on Phase 1 of a three phase project. Phase 2 (completion of design and a transportation study) has been proposed to the Office of Education on March 21, 1966. The findings of the Phase 1 report have enabled us to formulate and finalize procedures for all areas of the contract, and to elaborate on two specific areas. First, the occupations to be exhibited have been expanded from the original 60 to 159 specific occupations. Second, the single showing pilot project approach has been expanded to encompass a national basis of exposure with nine locations in addition to the first exhibition in Philadelphia, Pennsylvania.

The changes referred to above have been a result of research findings and meetings with the Office of Education, Employment Opportunities Branch, Division of Adult & Vocational Research and United States Department of Labor, Manpower Administration, Bureau of Labor Statistics.

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* See sample design study floor plans and artwork attached

SELECTED OCCUPATIONS

In preliminary meetings with Office of Education Personnel, specifically, the Division of Vocational-Technical Education, it was concluded that the specific occupations to be selected for exhibit in the pilot project would be of maximum value if their selection was based on conclusions reached at additional meetings with United States Department of Labor-Manpower Administration and United States Office of Education, Division of Adult and Vocational Research. The findings of these meetings correlated with information obtained from meetings with the Bureau of Employment Security of the states of Pennsylvania, New Jersey, and Delaware, coordinated with statistics available from

Occupational Outlook Handbook
United States Department of Labor
Bureau of Labor Statistics
Occupational Outlook Series
United States Department of Labor
Bureau of Labor Statistics
Career Guide for Demand Occupations
United States Department of Labor
Manpower Administration
Manpower Skill Requirements and Training Needs
Philadelphia Labor Market Area
Department of Labor and Industry
Bureau of Employment Security
Occupational Training Needs Survey
Camden Labor Market
Department of Labor and Industry
Division of Employment Security
Occupational Needs Survey
State of Delaware
Department of Labor and Industry
Bureau of Employment Security

and based on the following additional criteria:

(1) Projected need for workers from 1967 to 1970.

(2) Projected number of workers in each selected occupation.

(3) Appeal of selected occupations to secondary school students both male and female.

(4) Appeal of selected occupations to trade and technical school students.

(5) Appeal of selected occupations to potential drop outs.

(6) Exhibit possibilities of selected occupations.

The one hundred and fifty nine specific occupations (expanded from the orginal sixty selected) are as follows:

OCCUPATIONAL EXHIBIT TITLES

EDUCATION

Teacher (kindergarten and Elementary)
Secondary
College and University
Teacher - Aide

COUNSELING

School Counselors
Rehabilitation
Vocational

HEALTH SERVICE OCCUPATIONS

Registered Professional Nurse
Physicians
Pharmacists (Pharmacologist)
Practical Nurse (licensed)
Dentists
Medical X-Ray Technicians
Medical Technologists (Lab. Tech.)
Dietitians
Dental Laboratory Technicians
Veterinarians
Osteopathic Physicians

COMMUNICATIONS

Composing Room Occupations (linotype, Monotype, Compositor, etc.)
Photoengravers
Electro-typers
Printing Pressmen and Assistants
Lithographic Occupations
Bookbinders
Radio & TV Broadcasting
Advertising
Public Relations
Commercial Artists

ENGINEERING

Aeronautical
Agricultural
Ceramic
Chemical
Civil
Electrical
Industrial
Mechanical
Metallurgical
Mining

MECHANICS & REPAIRMEN

Auto Mechanics (Auto Repair-Body)
Maintenance electricians
Appliance servicemen
Telephone (PBX) installers & Repairmen
Airplane mechanics
TV & Radio Servicemen
Industrial machinery repairmen
Air-Condition, heating and refrigeration
Business machine servicmen
Instrument repairmen
Diesel mechanics
Electronic Mechanics

MACHINING OCCUPATIONS

Machinists
Machine Tool Operator
Tool & Die Maker
Instrument Maker
Layout & Setup Man
Millwright

HEALTH SERVICE OCCUPATIONS - CONTINUED

Dental Hygienists
Physical Therapists
Occupational Therapists
Medical Record Librarians

BUILDING TRADES

Architects (Structural & Landscape)
Carpenters (General Construction)
Painters & Paperhangers
Plumbers & Pipefitters
Bricklayers
Operating Engineers (construction machinery operators)
Electricians
Iron Workers (Structural & Ornamental)
Roofers
Plasterers
Cement masons
Floor covering installers
Sheet metal workers
Welders
Real Estate Salesmen & Brokers

BUSINESS ADMINISTRATION AND RELATED PROFESSIONS

Accountants
Traffic Managers
Market Researcher
Personnel
Purchasing Agents

CLERICAL & SALES OCCUPATIONS

Stenographers & Secretaries
Typists
Bookkeeping Machine Operators
Cashiers
Office Machine Operators
Clerk-general office
Electronic Computer Operating Personnel
Shipping & Receiving Clerks
Sales-Retail Wholesales Manufacturing - Male & Female
Life Insurance Agents & Brokers

MATHEMATICS AND RELATED FIELDS

Mathematicians
Statisticians
Actuaries

MOTOR TRANSPORTATION OCCUPATIONS (DRIVING)

Local
Over the road
Routeman
Taxi
Bus-Trolly, etc.
Inter-city drivers

MISCELLANEOUS, PROFESSIONAL & RELATED OCCUPATIONS

Commercial Artists
Industrial Designers
Home Economists
Lawyers
Librarians
Newspaper Reporters
Programers
Psychologists (Clinical)
Social Workers
Technical writers
Urban Planners
Translator
Economist
Accountants
Chemists
Statistician
Production Planner
Systems Analyst
Draftsman

SERVICE OCCUPATIONS

PERSONAL
Barbers
Beauty Operators
Waiters & Waitresses
Cooks

PROTECTIVE
Policeman
Policewomen
Firemen

TECHNICIANS

Air Conditioning & Refrigeration
Chemical
Civil
Electronics
Industrial
Mechanical

SCIENCES

EARTH SCIENCES
Geologists
Meteorologists
Oceanographers

PHYSICAL SCIENCES
Chemists
Physicists
Astronomers

SOCIAL SCIENCES
Anthropologists
Economics
Historians
Political Science
Sociologists

ARRANGEMENTS FOR SCHOOL PARTICIPATION

In preliminary discussions with the Vocational Education Department heads of both public andparochial school systems as to their participation in the pilot phase of project SCOPE, the following conclusions were reached:

(1) Grades 7 through 12 would serve as the optimum experimental grade levels to attend the exhibition.

(2) Appropriate promotional materials would be supplied to the Guidance Departments of the participating schools three months prior to the exhibition.

(3) Reply forms should be forwarded immediately to participating schools to establish:

(a) Total attendance factors.

(b) Time preference for staging the exhibit within the school year.

(c) Whether morning or afternoon sessions were desired by participating schools.

(4) Assignment of a coordinator for each participating school to handle student attendance and schedules.

(5) Commitment of participating schools by requiring principals' signatures on all reply forms.

Response from participating schools to date indicate 62,000 pupils in grades 7 to 12 will be brought in small groups at pre-arranged times to the exhibit. Pupils will be asked to rank their preferences for the five specific job category exhibits they would like most to attend. Their attendance at these exhibits will then be planned along with other students making the same selections; a time schedule will be drawn up and each of the small groups will be assigned a guidance counselor. Schedules allow for viewing of the entire exhibition after students attend their five chosen exhibits.

Transportation for participating schools in the Philadelphia school system has been arranged with the public transportation systems. Participating schools from outside the city of Philadelphia will supply their own transportation.

Attending high school students will be encouraged to return to the exhibits with their parents during evening hours or weekends, and preliminary liaison has been established with the Parent Teachers' Associations and Home and School Councils in each participating school. Preliminary arrangements for student participation has been made with the following schools:

Pennsylvania

Bucks County

Ben Franklin Junior High School
Bensalem Senior High School
Bishop Egan High School
Boehm High School
Bristol Junior-Senior High School
Carl Sandburg Junior High School
Cecelia Junior High School
Central Bucks High School
Council Rock Junior-Senior High School
Delhase High School
Franklin D. Roosevelt Junior High School
Lenape Junior High School
Medill Bair High School
Morrisville High School
Neshaminy Junior High School
Neshaminy Senior High School
New Hope-Solebury High School
Palesades Junior-Senior High School
Pennridge Junior High School
Pennridge Senior High School
Pennsbury High School
Poquessing Junior High School
Quakertown Community Junior-Senior High School

Bucks County-Continued

Tamanend Junior High School
William Penn Junior High School
William-Tennent High School
Woodrow Wilson High School

Chester County

Avon-Grove High School
Bishop Shanahan High School
Conestoga Senior High School
Downingtown Junior-Senior High School
General Wayne Junior High School
Gordon Junior High School
Great Valley Senior High School
Henderson Senior High School
Kennett Junior-Senior High School
North Brandywine Junior High School
North Junior High School
Octorara Junior-Senior High School
Owen J. Roberts Junior-Senior High School
Oxford High School
Phoenixville Junior-Senior High School
St. James Catholic High School
Scott Senior High School
South Brandywine Junior High School
Stetson Junior High School
Tredyffrin-Easttown Junior High School
Unionville-Chadds Ford Junior-Senior High School
Valley Forge Junior High School

Delaware County

Archbishop Prendergast High School
Cardinal O'Hara High School
Chester High School
Chichester High School
Clifton Heights High School
Collingdale High School
Darby Borough High School
Darby Township Junior-Senior High School
Eddystone High School
Garnet Valley Junior-Senior High School
Haverford High School
Interboro High School
Lansdowne-Aldan High School
Marple-Newtown High School
Media High School
Monseignor Bonnor High School
Nether Providence High School
Notre Dame Catholic Girls High School
Penncrest High School
Radnor High School
Ridley Park High School
Ridley Township High School

Delaware County-Continued

Sharon Hill High School
Springfield High School
Sun Valley High School
Swarthmore-Rutledge High School
Upper Darby Senior High School
Yeadon High School

Montgomery County

A.D. Eisenhower Senior High School
Abington Junior High School
Abington Senior High School
Ambler Junior High School
Ardmore Junior High School
Bala-Cynwyd Junior High School
Bishop Kenrich High School
Bishop McDevitt High School
Bridgeport High School
Central Junior High School
Cheltenham Senior High School
Collegeville-Trappe High School
Conshohocken High School
East Norriton Junior High School
Elkins Park Junior High School
Enfield Junior High School
Glenside-Weldon Junior High School
Harriton High School
Hatboro-Horsham Senior High School
Hillcrest Junior High School
Huntingdon Junior High School
Jenkintown High School
Keith Junior High School
Lower Merion Senior High School
Lower Moreland High School
Methacton Junior-Senior High School
Northern Junior High School
North Penn High School
Pennbrook Junior High School
Plymouth-Whitemarsh High School
Pottsgrove High School
Pottstown Senior High School
Pittenhouse Junior High School
Rockledge Junior High School
St. Matthew's High School
St. Pius X High School
Schwenksville High School
Shady Grove Junior High School
Souderton Junior High School
Souderton Senior High School
Springfield Senior High School
Spring-Ford Junior High School
Spring-Ford Senior High School
Stewart Junior High School

Montgomery County-Continued

Thomas Williams Junior High School
Upper Dublin Junior High School
Upper Dublin Senior High School
Upper Merion Junior High School
Upper Merion Senior High School
Upper Moreland Junior High School
Upper Moreland Senior High School
Upper Perkiomen High School
Welsh Valley Junior High School
Wissahickon Senior High School

Philadelphia County

Abraham Lincoln High School
Barratt Junior High School
Bartram High School
Bishop Neumann High School
Bok Vocational High School
Cardinal Dougherty High School
Central High School
Edison High School
Father Judge High School
Frankford High School
Franklin High School
George Washington High School
Germantown High School
Gratz High School
High School for Girls
High School of Agriculture & Horticulture
John W. Hallahan High School
Kensington High School
Little Flower Catholic High School
Mastbaum High School
Northeast Catholic High School
Olney High School
Overbrook High School
Roman Catholic High School
Roxborough High School
St. Hubert's Catholic High School
St. Maria Goretti High School
St. Thomas More High School
South Philadelphia High School
Thomas A. Edison High School
West Philadelphia High School
William Penn High School

New Jersey

Salem County

Pennsville Junior High School
Penns Grove High School
Salem High School
Woodstown High School

Hunterdon County

Delaware Valley Regional High School
High Bridge High School
Hunterdon Central High School
North Hunterdon Regional High School
South Hunterdon Regional High School

Mercer County

Albert E. Grice Junior High School
Emily C. Reynolds Junior High School
Ewing High School
Gilmore J. Fisher Junior High School
Hamilton High School East
Hamilton High School West
Hopewell Valley Regional Junior High School
Lawrence Junior High School
Princeton High School
Trenton Central High School
Trenton Junior High School #4
William L. Antheil Junior High School

Gloucester County

Deptford Junior-Senior High School
Gloucester City High School
Kingsbury Regional High School
Moorestown Senior High School
Washington Junior-Senior High School

Camden County

Audubon High School
Camden Catholic High School
Cherry Hill High School
Edgewood Regional High School
Haddonfield Memorial High School
Haddon Heights High School
Haddon Township High School
Merchantville High School
Overbrook Regional High School
Pennsauken High School
Triton Regional Blue High School
Triton Regional Red High School
Vocational and Technical High School
Woodrow Wilson High School

Burlington County

Bordentown High School
Burlington High School
Florence Township High School
John F. Kennedy High School
Lenape High School
Northern Burlington Regional High School
Palmyra High School
Pemberton High School
Rancocas Valley Regional High School
Riverside Township High School

Delaware

New Castle

Alexis T. DuPont High School
Brandywine High School
George Reed Junior High School
Salesianum High School
William Penn Junior High School

ADDITIONAL EXHIBITION EXPOSURE

Plans for the exposure of the exhibition to college students and interested adults, in addition to scheduled attendance by participating secondary school students, have been initiated. Preliminary liaison has been established with colleges and universities in the Pennsylvania, New Jersey and Delaware areas and initial meetings have been held with a number of service organizations to formulate plans for adult attendance.

Preliminary meetings indicate approximately 8,000 to 10,000 college and university students would attend the exhibition during evening hours and on weekends and planning for a formulation of appropriate promotional material for use in the colleges and universities has been started. It is impossible at this time to estimate attendance of interested adults but estimates should be available for this category as the planning sessions progress.

Opportunities for unscheduled free-choice visits to the exhibition will be provided for college students and adults on days and hours convenient for most of them. The following colleges and universities have agreed to participate:

Bucknell University, Louisville, Pa.
Cabrini College, Radnor, Pa.
Chestnut Hill College, Philadelphia, Pa.
Delaware Valley College of Science and Agriculture, Doylestown, Pa.
Drexel Institute of Technology, Philadelphia, Pa.

Girard College, Philadelphia, Pa.
Gwynedd-Mercy College, Gwynedd Valley, Pa.
Haverford College, Haverford, Pa.
Jefferson Medical College, Philadelphia, Pa.
LaSalle College, Philadelphia, Pa.
Lincoln University, Oxford, Pa.
Moore College of Art, Philadelphia, Pa.
Pennsylvania Military College, Chester, Pa.
Philadelphia College of Art, Philadelphia, Pa.
Philadelphia College of Pharmacy and Science, Philadelphia, Pa.
Philadelphia College of Textiles and Science, Germantown, Pa.
Rosemont College, Rosemont, Pa.
St. Joseph's College, Philadelphia, Pa.
Swarthmore College, Swarthmore, Pa.
Temple University, Philadelphia, Pa.
University of Pennsylvania, Philadelphia, Pa.
Villinova University, Villinova, Pa.
Women's Medical College, Philadelphia, Pa.

Junior Colleges

Community College and Technical Institute, Philadelphia, Pa.
Harcum Junior College, Bryn Mawr, Pa.
Peirce Junior College, Philadelphia, Pa.
Spring Garden Institute, Philadelphia, Pa.

SELECTION OF EXPERIMENTAL & CONTROL SCHOOLS *

Of the secondary schools from the Tri-state (Pennsylvania, New Jersey and Delaware) area that have agreed to participate in the SCOPE Project by having their pupils attend the exhibition and take part in prescribed pre-exhibit and post-exhibit activities, two groups will be selected for evaluation testing.

Each of these groups estimated in number to be approximately 2,500 students, will participate in pre-exhibit activities and be supplied with appropriate promotional material on a continuing basis for three months prior to the exhibition. These activities and materials will be designed to assist both guidance counselors and participating students to gain as much as possible from participation at the exhibition. The distinction between these groups will be that evaluation tests will be given to the control groups prior to their attendance at the exhibition and the experimental group will be tested after their attendance at the exhibition.

Accurate records will be kept of the attendance of both control and experimental group students at each occupational display.

* A more complete explanation can be found on Page 16 (Evaluation)

DESIGN STUDIES
Construction and Operation of Exhibits

Preliminary research for the design phase of the project concluded the necessity for a light weight, highly flexible exhibit form which would transport easily, withstand extreme shipping, and require a minimum of erection and dismantling time.

Consultations with the following organazations;
ALCOA ALUMINUM
KAISER ALUMINUM
GEORGIA PACIFIC CORP.
WEYERHAEUSER PLYWOOD CORP.
GRAYBAR ELECTRIC CORP.
GENERAL ELECTRIC CO.
WESTINGHOUSE ELECTRIC CORP.
LIGHTOLIER CO.
ROHM & HASS CO.
UNITED STATES PLASTICS
AMERICAN CYANAMID CO.
ANCILITE CORP.
RADIO CORP. OF AMERICA
BELL AND HOWELL CO.
EASTMAN KODAK CO.
SHERWIN-WILLIAMS PAINTS
PITTSBURGH PAINTS
DUPONT PAINTS
UNITED LACQUER MFG CORP.
UNIVERSAL SCREW AND BOLT CO.
TINNERMAN PRODUCTS CO.
THREADED SCREW PRODUCTS CO.
along with more than 120 hours of design time by highly qualified industrial designers, and construction of three experimental exhibit models have evolved a final design of tubular aluminum.

The final design development proposes a basic aluminum tubing structure of three vertical pieces connected to base and top pieces consisting of three connected arms. The arm pieces are based on an equilateral triangular form. This structural unit is used in conjunction with cross pieces to form flat wall areas. Graphic panels, (animated or static) are attached to these cross pieces.

The use of the equilateral form became the growth pattern resulting in an overall pattern of hexagonal areas. This pattern provides a more interesting exhibition layout as well as an excellent traffic flow.

The structure of aluminum tubing would be fabricated for easy handling, erection, dismantling, transportation, and storage.

The final design provides the maximum in flexibility for adapting the overall exhibition to various room sizes and shapes as well as the addition or deletion of display material without adding major alteration costs.*

The plan concept of the exhibition shows an entrance area designed to excite the student to the World of Work and lead them into the information and service area. This area will be used for general information and the distribution of occupational and educational brochures, printed matter, etc.

From this area the students can go to pre-selected occupational exhibits. The participation of colleges, universities, vocational and technical schools are provided at the rear of the "occupational" exhibits.

The preliminary design concept has not been detailed to specific graphic treatments other than to indicate 5 to 7 audio-visual presentation areas. The remaining display structures will utilize standard display techniques of photos, transparencies, art work, models, dioramas, audience participation devices, slide projectors, etc.

* See floor plans and artwork attached

EVALUATION

Evaluation standards and procedures have been worked out by Dr. Frederick B. Davis, Vice President of the Educational Records Bureau and Professor of Education at the University of Pennsylvania.

An evaluation study to estimate the effect on samples of pupils of their visits to the exhibits will be carried out. Six to ten occupations will be chosen (out of the 159 for which exhibits are provided) for the evaluation study. These occupations will be selected because of their appeal to boys, to girls, and to pupils interested primarily in jobs at the professional level, the semi-professional and skilled-labor level, and the unskilled-labor level.

A specific level of sophistication is required for evaluation analysis, therefore, two samples of pupils in each of grades 10, 11 and 12 will be obtained as follows:

1. A small percentage of all of the senior high schools that have agreed to cooperate will be selected at random from each of the following categories of schools: (a) Technical-Vocational Schools; (b) Comprehensive High Schools; and (c) College Preparatory Schools. In these schools, pupils will be scheduled for their visits to the exhibits during the first week of the showing. One week after the visits, each pupil who visited an exhibit for an occupation for which evaluation tests were prepared will be given the test for the four occupations he ranked highest. This sample will be called the experimental group.

2. A small percentage of all of the senior high schools that have agreed to cooperate will be selected at random from each of the three categories of schools already mentioned. In these schools, pupils will be scheduled for their visits to the exhibits after the evaluation tests have been given in the experimental group. This sample will be called the control group. Each pupil in the control group who visited an exhibit for an occupation for which evaluation tests were prepared will be given the tests appropriate for him on the same day as the pupils in the experimental group. Thus, he will be taking the evaluation tests <u>before</u> he has visited the exhibition.

The mean score of pupils at each grade level who took the test for each occupation will be computed separately in the experimental and control groups. These means will be adjusted for differences among groups in average level of word knowledge. The difference among the adjusted means for analogous groups in the experimental and control groups will then be tested for statistical significance.

In addition, convariance analyses will be used to determine the significance of differences among the adjusted mean test scores of pupils in each job group at the three grade levels. Since the short word knowledge test (used as a covariate) is expected to be variable 102 in the Project TALENT battery, national norms will be available, and the mean scores on this test of each occupation at each grade level will be computed. Appropriate tests of significance of comparisons of practical interest will be obtained (as F-ratios or t-ratios).

It is expected that information-test items will permit comparisons of the effectiveness of displays and printed material for producing leaning about occupations.

A report of the evaluation study will present the data and interpretations of them. It is expected that the experimental design described above in brief will permit conclusions to be drawn about certain effects of visits to representative exhibits. Appropriate analyses of variance will permit conclusions to be drawn regarding the relationships of changes in information, attitudes, and interests with verbal-aptitude level, grade level, and socioeconomic level.

Finally, the general outline of the evaluation tests regarding all occupational exhibits is expected to be as follows:

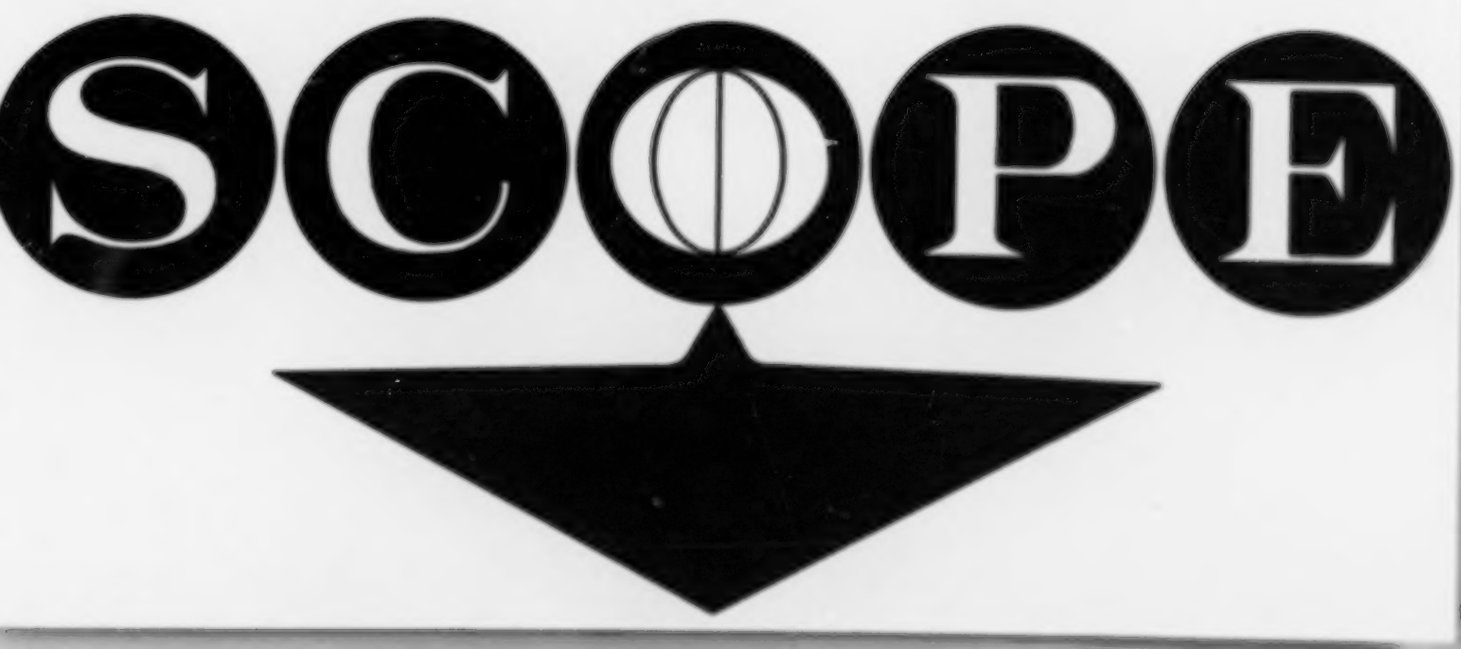
(1) Personal data blank to obtain scioeconomic and related information (10 items)
(2) General word-knowledge test (21 items variable No. 102 in Project TALENT Battery)
(3) Information test (30 items, including 20 on factual information observed at specific exhibit, and 10 on information provided in printed material distributed at that exhibit)
(4) Interests scale about a specific job group
(5) Attitude scale about specific job group

PRE-EXHIBIT & POST-EXHIBIT ACTIVITIES

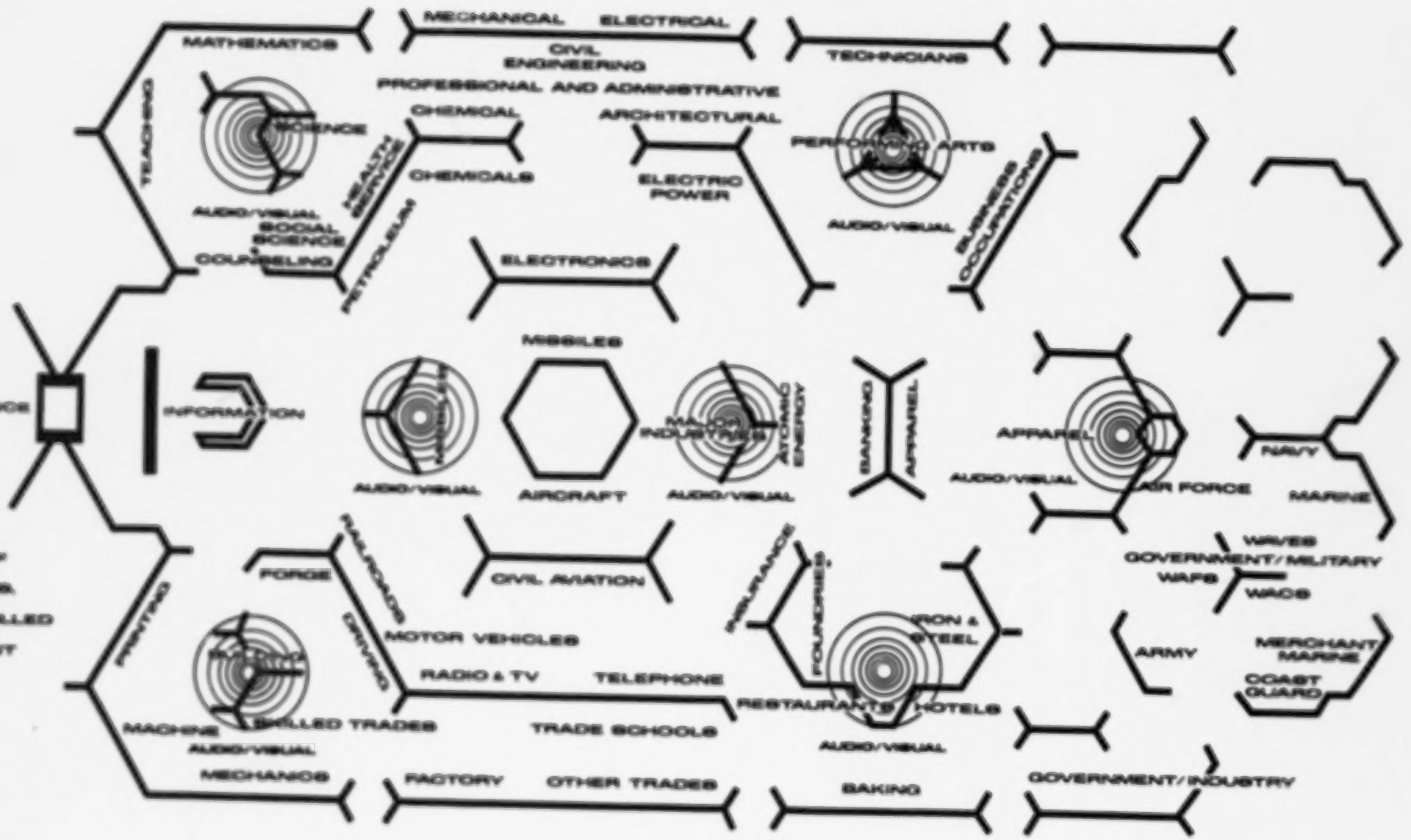
Each of the participating schools has assigned liaison and coordination of the project to a member of their guidance staff and have assured us of the full cooperation of this department and of the administration. Administrators and guidance personnel will attend conferences prior to the opening of the exhibition. Consultants from Industry, Vocational Education and Guidance Counselors will formulate plans and materials to conduct these pre-exhibit conferences. Assistance and cooperation has also been assured from many professional associations and business groups from the area.

Results of these pre-exhibit conferences will produce the basic format for promotional materials to be used prior to the exhibition by all participating schools. Two days prior to the official opening and student attendance, the exhibition will be open for the exclusive attendance of guidance counselors and school administrators to allow for proper orientation.

Post-exhibit activities other than completion of the evaluation testing for the experimental and control groups will be left to the discretion of the participating schools. It is anticipated many suggestions for post-exhibit activities will evolve from the pre-exhibit conferences.


SCOPE

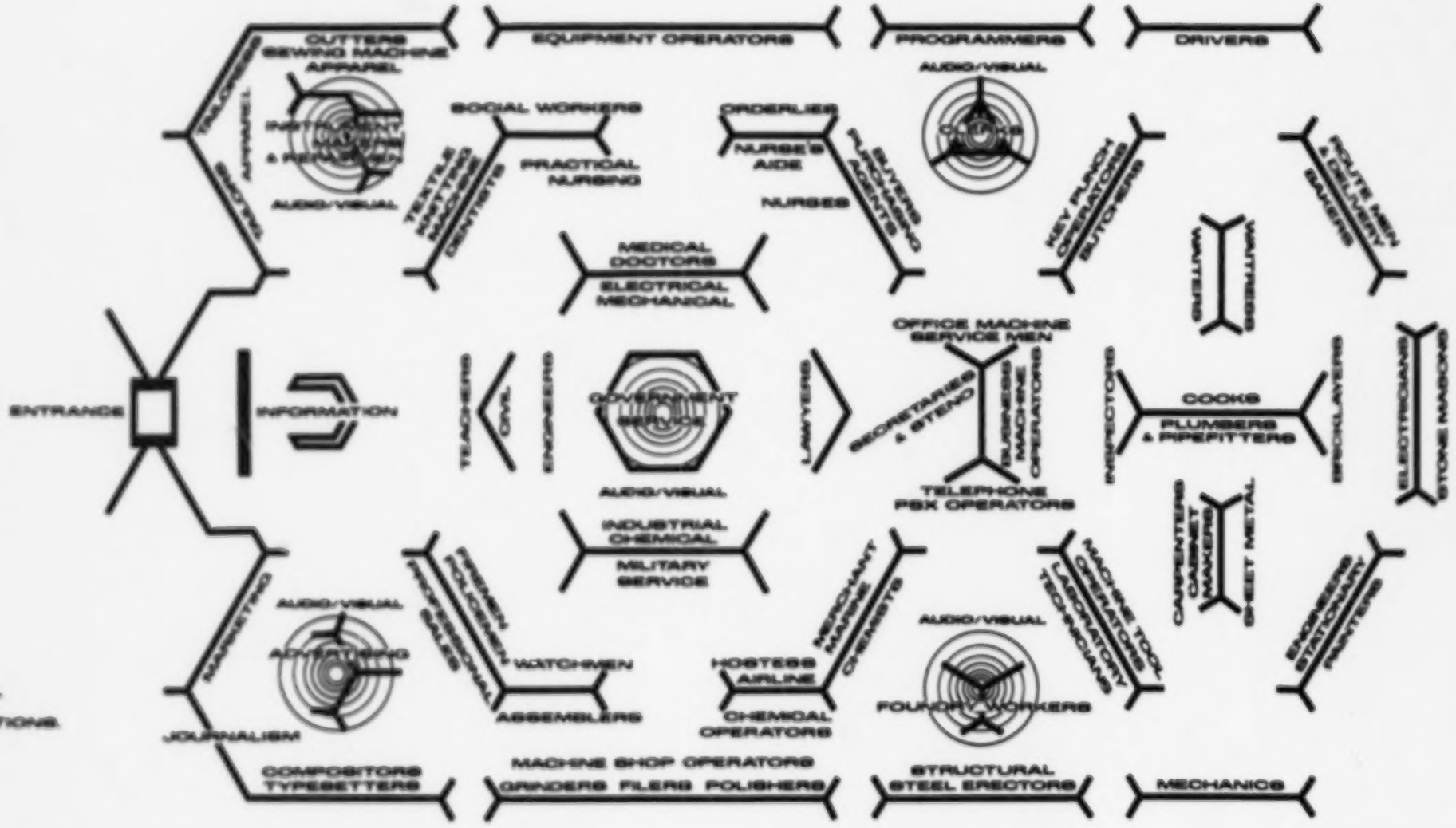
DISPLAY ARTS STUDIOS INC./DESIGN NUMBER D-934



PLAN A/BASED ON CLASSIFICATIONS OF 23 MAJOR INDUSTRIES, 11 PROFESSIONS, 11 SKILLED TRADES, GOVERNMENT SERVICE, MILITARY SERVICES AND PARTICIPATION OF IT COLLEGES AND 11 TRADE SCHOOLS.

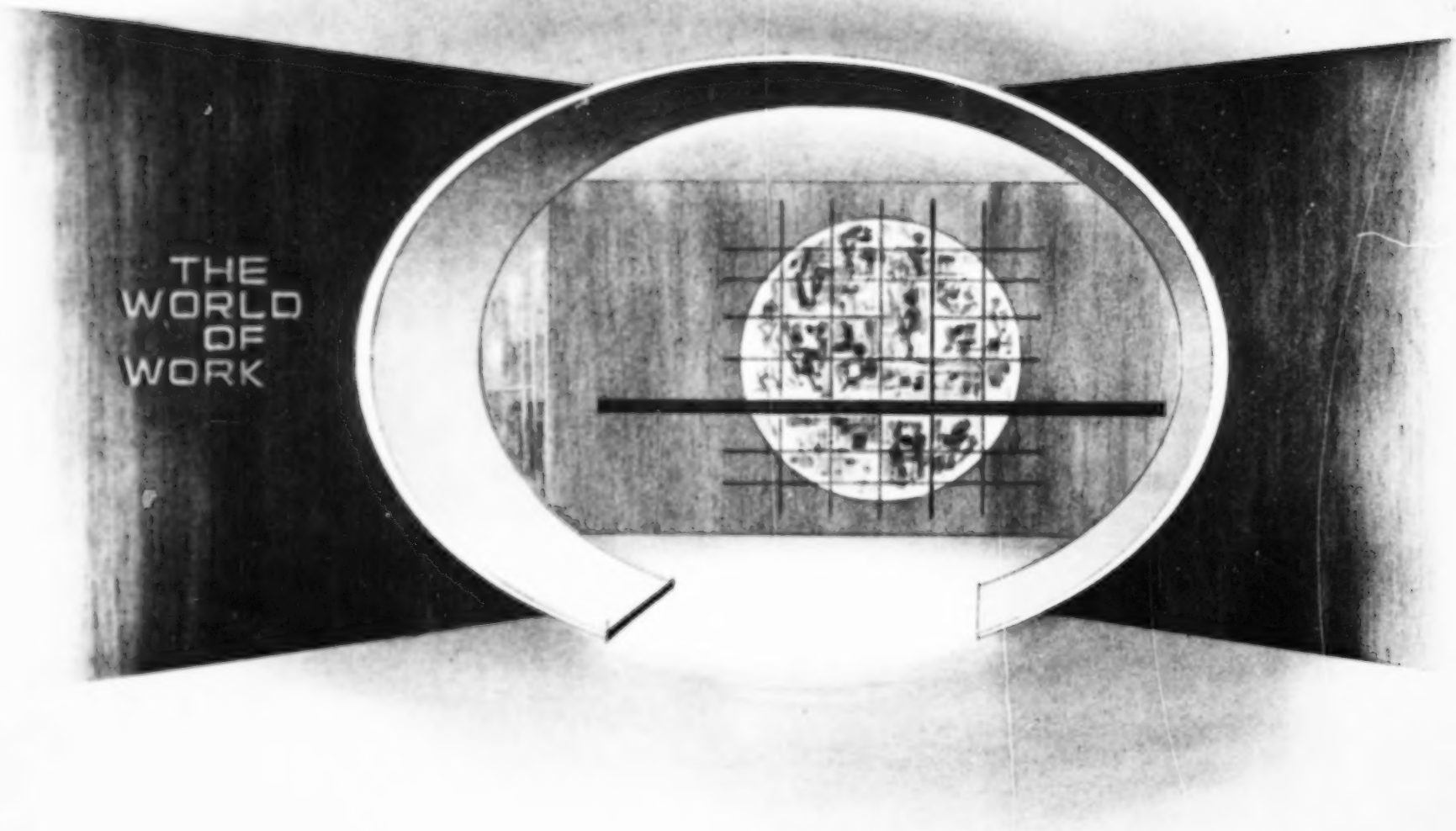
PRELIMINARY DESIGN STUDY/**SCOPE EXHIBITION**/*THE WORLD OF WORK*

DISPLAY ARTS STUDIOS INC./DESIGN NUMBER D-994



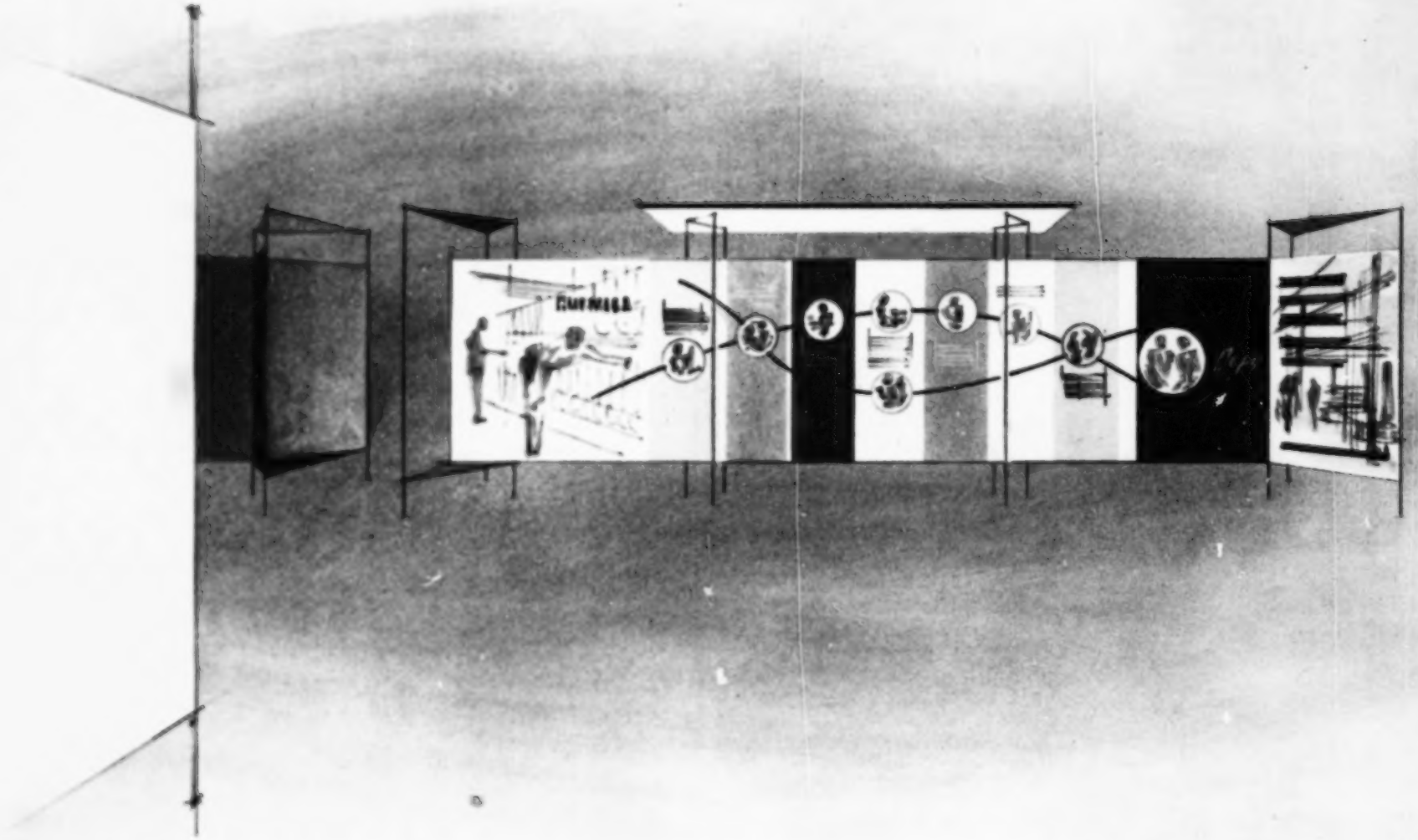
PLAN B/BASED ON 60 INDIVIDUAL JOB CLASSIFICATIONS.

PRELIMINARY DESIGN STUDY/SCOPE EXHIBITION/*THE WORLD OF WORK*



PRELIMINARY DESIGN STUDY / SCOPE EXHIBITION / *THE WORLD OF WORK*

DISPLAY ARTS STUDIOS INC./DESIGN NUMBER D-934



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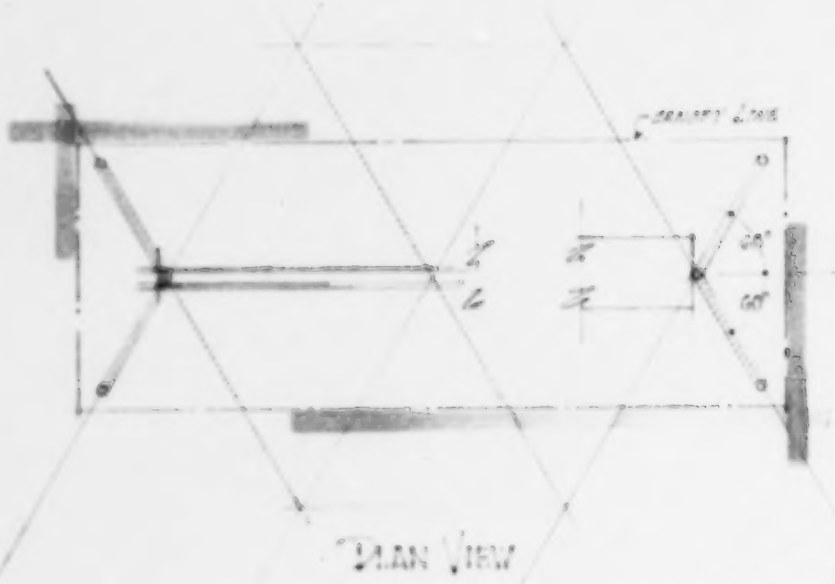
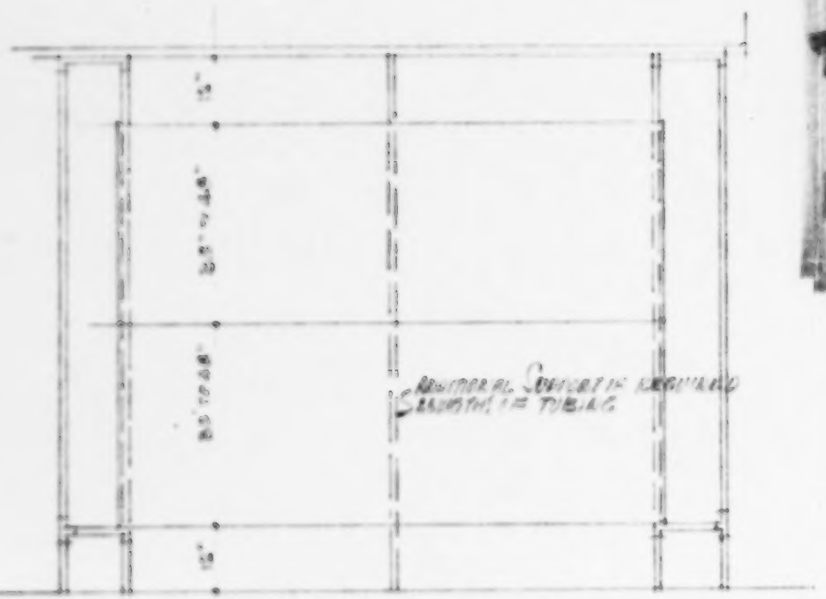
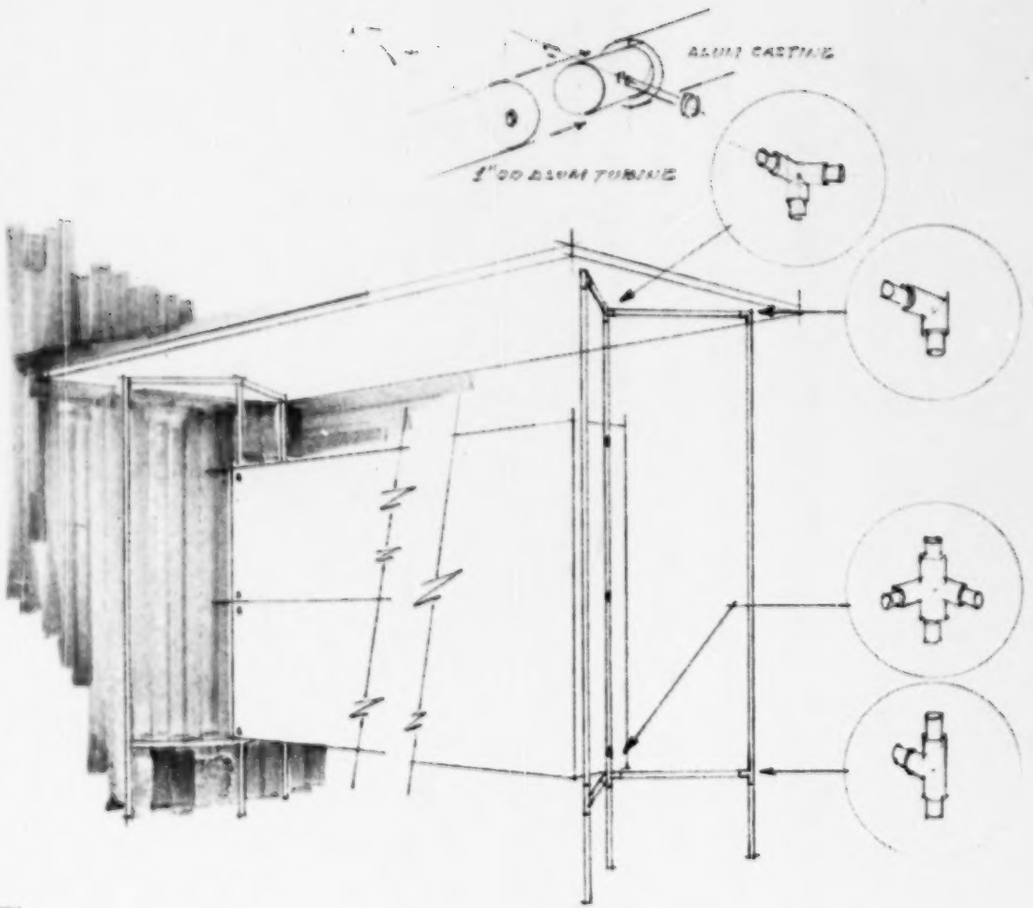


PLAN VIEW



ELEVATION



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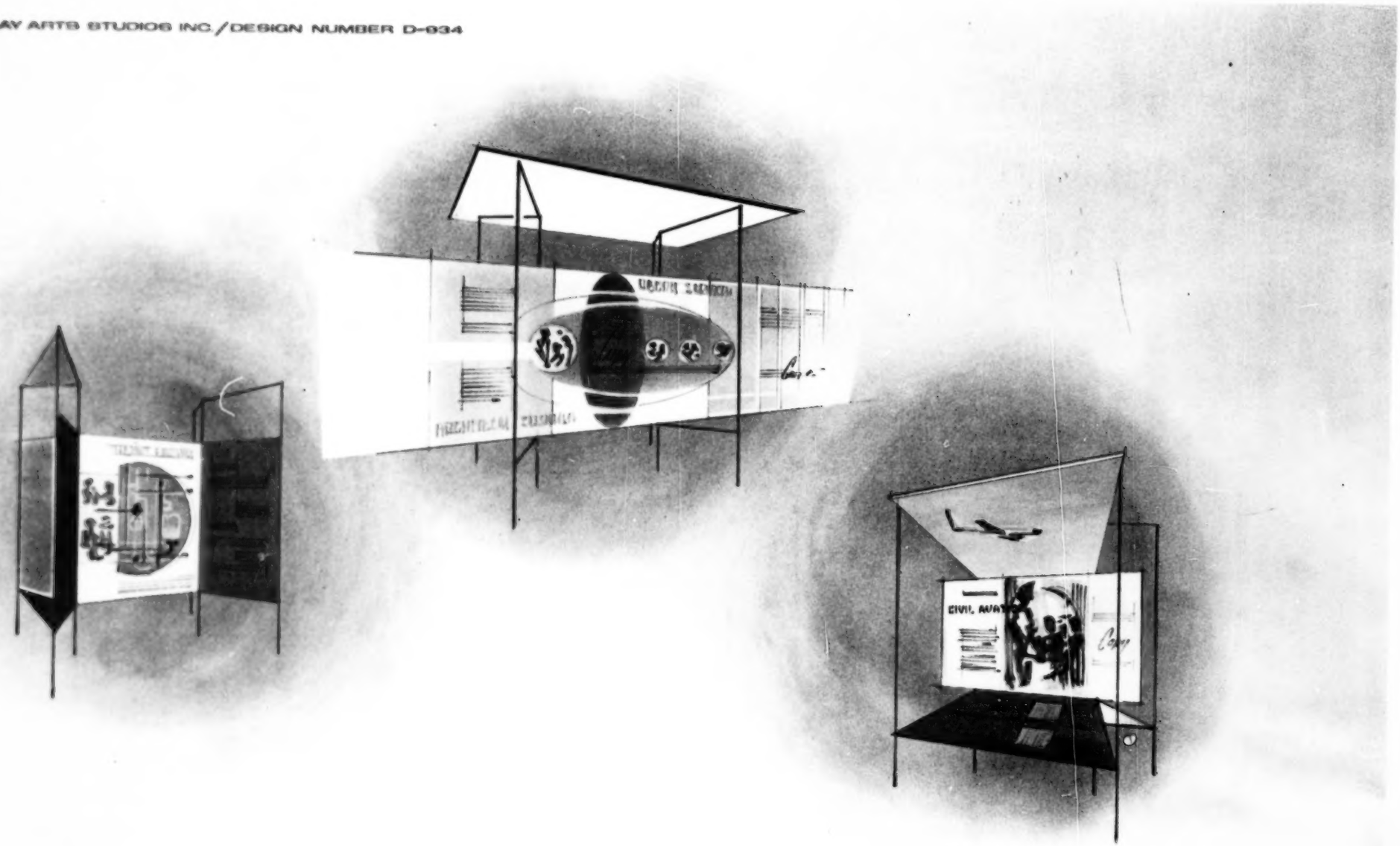

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